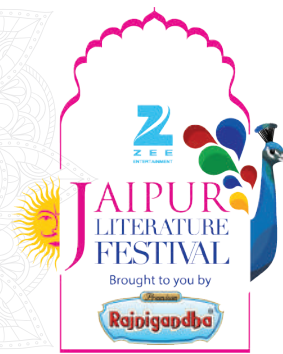


CREATING GLOBAL BUZZ AROUND THE EVENT WHILE ENHANCING THE SOCIAL REACH



OPPORTUNITY

Jaipur Literature Festival is rightly dubbed as "the greatest literary show on earth". It is an annual event held around late January at the Diggi Palace in Jaipur. It provides a platform for international authors and Indian language authors from the subcontinent to engage in a literary dialogue. It has featured more than 224+ speakers in 140+ sessions, 100+ musicians in 20+ concerts and 300+ authors till now. Success had already changed the character of the festival from the earlier more intimate days and had created a momentum that, if not managed correctly, could compromise goals such as the democratic ethos of the festival. While JLF had achieved explosive growth and critical success, reach in social media platforms makes difference. Can JLF find an organizational and template which could sustain the festival into the future? Success of event of this grandeur lies in the fact how it is perceived by the audience and JLF wanted recognition in these terms so they contacted us to handle the responsibilities on various fronts to **help it launch, increase the brand value and grow as a community festival.**

OUR WORK

Our work companionship with JLF goes as early as 2010 edition. Since then we have been planning and executing all round activities **to enhance the social media engagement and outreach among the users on diverse platforms.** We have been doing activities for like **Archiving, Social Wall, Live Polling App, Auto Tweet App, Live Webcast, Photo Booth, Twitter station** and creating content & promotion on social media networks (**Facebook, Twitter, Google+, Instagram and YouTube**).

Simultaneously we ran ad campaigns on Facebook to further increase the outreach and created special twitter page for them in synchronization with twitter team. Their site needed maintenance and updating as well to be in accordance with the campaigns we were running. We maintained **aggressive updates over agenda, speakers section and optimized the site for better search results and description.**

Apart from the regular work, we wanted to something innovative. For that purpose, we set up **Twitter Station** which gathered much attention from the users present there. It became feedback desk and a tool to connect with writers. On the same line, we created a **mobile app** for JLF which had all the information related to the event at one place so as to increase the feasibility for the users enabling them to access the information whenever and wherever they like. Our aim was to capture live enthusiasm of the event which we did with our on-site presence at JLF and post the candid photos on social networks. During this five days period, we always had been **trending on twitter** under the defined hash tags we used like **#Zee-JLF, #JLF** etc.

WHAT WE DID

ON-SITE ACTIVITIES:

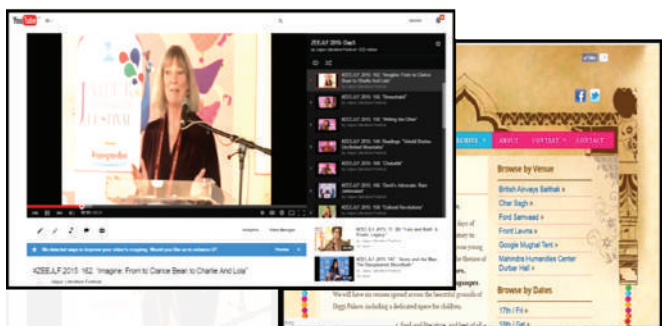
LIVE WEBCAST

A portal to live stream the event on Internet.



ARCHIVING

It is a way through which we can preserve the content for the future access, acting as a solution for complying with record keeping requirements.



SOCIAL MEDIA

Live content feeding from on-site to ensure everything from the event stays covered.



TRENDING ACTIVITIES

Our team in sync with back-end team trended the #JLF & #ZEEJLF hashtags for consecutive days of the event every year.

PHOTOBOX/SELFIE STATION

A modern take on photo booth comprised with social sharing abilities.





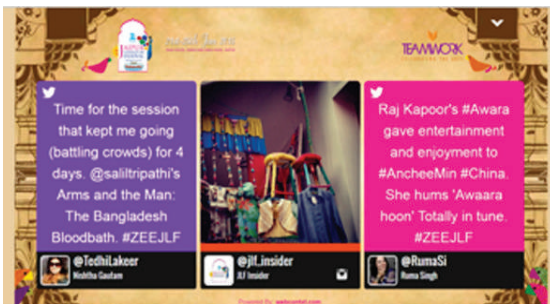
LIVE POLLING APP

An active app to record the response of people and showcase on large screen.



SOCIAL WALL

A large screen displaying captured the feeds from different social platform



TWITTER STATION

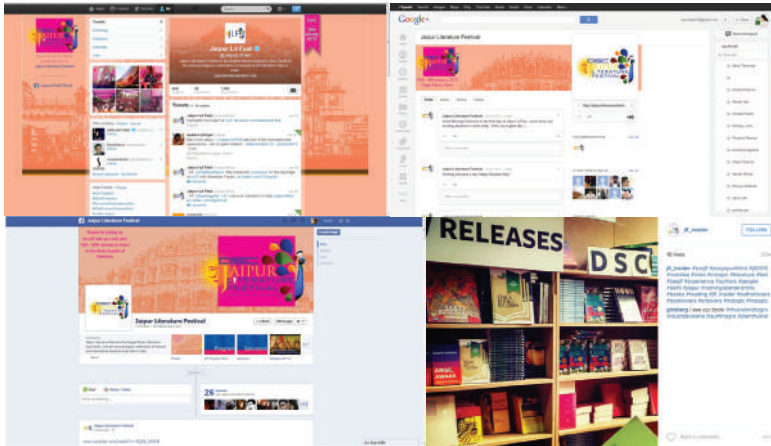
A booth showing the twitter activity live-tweeted by the users.



MOBILE LIVE STREAMING

With mobile becoming a prominent solution in this generation, we upgraded live webcast and did seamless streaming of the event on Android and iOS operating systems.

OFF-SITE ACTIVITIES:



SOCIAL MEDIA

Engaging and Interactive posts on different platforms to connect with the people.

JLF WEBSITE

A revamp of the existing website to go along with the plans and requirements was done.



AUTO TWEET APP

An app to counter queries with auto-generated replies.



JLF APP

An app for smart phone users which had all round information about the event.



RESULTS

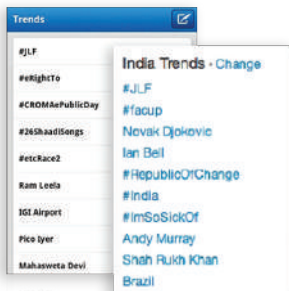
JLF 13' & 14'



Total **110164** visitors out of which **64804** were unique.



New visitors were **60046** & Returning visitors were **50118**.



Our activities on Twitter for JLF made **#ZeeJLF** & **#JLF** trending during all the days of the event.


800
Retweets


600
Favourites



98%

INCREASED FOLLOWERS



Followers in October 13' were **2107**, which became **4167** in February 14'



54%          

Likes on Facebook Page of JLF increased from **9105** in October 13' to **13992** in February 14'



300
Photographs



750
Likes



600
Photographs posted with #ZeeJLF tag

THE IMPACT

As a result of the all round planned activities done by us, JLF has augmented its visibility and reach on the Internet especially on Social Platforms and has differentiated itself as an event that uncompromisingly operates within the boundaries of its values and spreading the concerns of its main aim – uniting the people on the grounds of Literature and Culture.